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ABSTRACT

An in-vehicle device data communicates with global network based data processing resources for the purpose of transacting e-commerce and e-business. The in-  
5 vehicle device and the global network based data processing resources can effectuate a wide variety of e-commerce and e-business including accessing auto part databases, warranty, customer, and other remote databases. In addition, e-commerce and e-business transactions can include vehicle security and vehicle service management, data communicating Internet based radio, audio, MP3, MPEG, video, and other types of data.  
10 Furthermore, e-commerce and e-business transactions can include interactive advertising, promotional offers, coupons, and supporting other remote data communications.

Furthermore, the in-vehicle device can also effectuate remote monitoring of vehicle performance, data communicating and accessing remote global network based content and data, and effectuating adjustments and control of vehicle operation. Remote monitoring and control of vehicle operation can be by way of a global network based data processing resources.  
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